

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of: **Ken KUTARAGI, ET AL.**

Filed : **Concurrently herewith**

For : **IN-CONTENTS ADVERTISING METHOD,**

Serial No. : **Concurrently herewith**

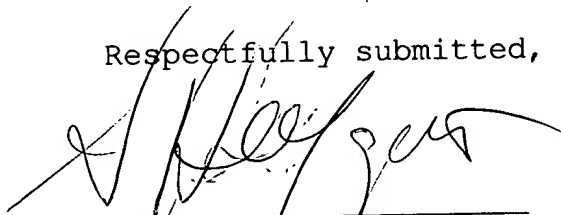
Assistant Commissioner of Patents
Washington, D.C. 20231

SUB-POWER OF ATTORNEY

S I R:

I, Samson Helfgott, Reg. No. 23,072 attorney of record herein, do hereby grant a sub-power of attorney to Linda S. Chan, Reg. No. 42,400, Harris A. Wolin, Reg. No. 39,432, Brian S. Myers, Reg. No. 46,947 and Michael Markowitz, Reg. No. 30,659 to act and sign in my behalf in the above-referenced application.

Respectfully submitted,



Samson Helfgott
Reg.No 23,072

HELFGOTT & KARAS, P.C.
60th FLOOR
EMPIRE STATE BUILDING
NEW YORK, NY 10118
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